

S/N 10/551,102

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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| Applicant: | Oddo | Examiner: | Loftis, Johnna Ronce |
| Application No.: | 10/551,102 | Group Art Unit: | 3624 |
| Filed: | August 14, 2006 | Docket No.: | 60136.0106USWO |
| Title: | Generating Audience Analytics | | |

AMENDMENT

Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Madam:

The present communication, which is being filed with a Request for Continued Examination, is in response to the Final Office Action mailed on March 21, 2011. Please enter the following amendments to the claims and consider the following remarks addressing all points raised by the Office Action as follows:

Amendments to the Claims begin on page 2 of this paper.

Remarks begin on page 9 of this paper.